

Message Text

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PAGE 01 BRASIL 06614 072145Z

73

ACTION ARA-10

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COME-00 AID-05 USIE-00 INRE-00 SSO-00 /031 W

----- 120972

O R 072105Z AUG 75

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC IMMEDIATE 825

INFO AMEMBASSY BOGOTA

AMEMBASSY CARACAS

AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

AMCONSUL RECIFE

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E. O. 11652: N/A

TAGS: OVIP, CO, BR, VE

SUBJECT: GOVERNOR'S VISIT

REF: STATE 186402

1. EMBASSY DELIGHTED WITH PROSPECTIVE VISIT, AND EXPECTS THAT FROM BRAZILIAN SIDE THERE WILL BE POSITIVE RESPONSE TO THIS HIGH-LEVEL GROUP.

2. AS DEPARTMENT IS AWARE, GOB'S STRATEGY FOR FURTHER EXPANDING TRADE AND INVESTMENT TIES WITH THE US HAVE INCREASINGLY FOCUSED ON SOUTH, SOUTHEAST, AND WEST COAST STATES, AS PART OF EFFORT TO DIVERSIFY MARKETS AND RELATIONSHIPS. ALSO, THE BROAD TERMS OF PROPOSED VISIT, WITH EMPHASIS -- IN THE ECONOMIC AREA -- ON INVESTMENT AND BANKING AS WELL AS TRADE ARE IN LINE WITH BRAZILIAN PLANNING. THUS, CONCEPT OF VISIT FITS IN WELL WITH BRAZILIAN INTEREST AS WELL AS EMBASSY'S OWN STRATEGY FOR THE PROMOTION OF US-BRAZILIAN TIES. IN THIS SENSE, THE VISIT COULD ALSO BE USEFUL IN SUPPORTING OUR CONTINUING EFFORTS TO MAINTAIN

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PAGE 02 BRASIL 06614 072145Z

AND EXPAND POST-AID LINKAGES.

3. EMBASSY BELIEVES THAT VISIT SHOULD COMMENCE IN THE NATIONAL CAPITAL, WITH APPROPRIATE CALLS ON SENIOR MEMBERS OF THE NATIONAL GOVERNMENT. SUBSTANTIVE CONSULTATIONS WOULD BE CENTERED ON THE MINISTER OF PLANNING AND COORDINATION, REIS VELLOSO, WHO VISITED ATLANTA AND OTHER SOUTHERN CITIES THIS SPRING, AND MAY CONCEIVABLY HAVE MET SOME OF THE GOVERNORS AND THEIR STAFFS ON THAT OCCASION. CONSULTATIONS WOULD ALSO BE ARRANGED, INTER ALIA, WITH (1) MINISTER OF FINANCE SIMONSEN AND (2) THE MINISTRY OF INDUSTRY AND COMMERCE. OTHER CONTACTS WOULD DEPEND ON THE SPECIFIC INTEREST OF THE GOVERNORS AND THEIR PARTY. AS A MINIMUM, THE GROUP SHOULD ALLOW ONE FULL DAY IN BRASILIA, PREFERABLY A DAY AND A HALF.

4. FOLLOWING BRASILIA, THE GROUP SHOULD VISIT RIO AND SAO PAULO AS THE TWO PRINCIPAL CENTERS OF FINANCE AND INDUSTRY. (TO PERMIT TIME FOR SIGHTSEEING AND REST, THE GROUP MAY WISH TO ARRANGE ITS SCHEDULE SO AS TO SPEND THE WEEKEND IN RIO.) CONSULS GENERAL IN RIO AND SAO PAULO WOULD ARRANGE FOR APPROPRIATE CONTACTS IN THE FIELDS OF COMMERCE, FINANCE, INDUSTRY, EDUCATION, AND THE ARTS, DEPENDING ON THE GROUP'S SPECIFIC INTERESTS AND PREFERENCES. CONSULS ALSO WILL ARRANGE FOR APPROPRIATE VISITS WITH THE GOVERNORS OF THE STATES OF RIO AND SAO PAULO AND THEIR STAFFS.

5. THE GROUP MAY ALSO WISH TO CONSIDER A BRIEF VISIT TO THE AGRICULTURAL-INDUSTRIAL SOUTH OF BRAZIL, SUCH AS PORTO ALEGRE OR THE NORTHEAST (OR PERHAPS MINAS GERAIS), WHICH WOULD PERMIT MORE INTENSIVE CONTACTS AT A MORE LOCAL LEVEL, AND A MORE COMPREHENSIVE VIEW OF BRAZIL. (QUESTION: WOULD THE GROUP CONSIDER SPLITTING UP TO VISIT DIFFERENT REGIONS SIMULTANEOUSLY?) GOVERNOR BUSBEE MIGHT WISH TO CONSIDER A VISIT TO RECIFE AND THE GOVERNOR OF PERNAMBUCO, GEORGIA'S SISTER STATE.

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PAGE 03 BRASIL 06614 072145Z

6. USIS WOULD WISH TO UNDERTAKE APPROPRIATE PROMOTION ACTION IN THE MEDIA EMPHASIZING THOSE SUBJECT AREAS OF MUTUAL INTEREST TO BOTH COUNTRIES. ONE OR TWO PRESS CONFERENCES AND MEETINGS WITH OTHER APPROPRIATE GROUPS, WOULD BE DESIRABLE. PROMOTIONAL MATERIAL ABOUT TRADE, INVESTMENT OPPORTUNITY, AND TOURISM ALONG WITH BIO DATA AND PIX OF GOVERNORS SHOULD BE

SUPPLIED THE EMBASSY A MONTH PRIOR TO ARRIVAL.

7. ACTION REQUESTED: TO PROVIDE A DETAILED SCENARIO,
EMBASSY WOULD APPRECIATE SOONEST FULLER INFORMATION
ON THE SPECIFIC INTERESTS OF THE GOVERNORS AND
THEIR STAFFS. DEPARTMENT PLEASE REPEAT ALL FUTURE
MESSAGES THIS SUBJECT INFO RIO AND SAO PAULO.
CRIMMINS

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